

2024 IMPACT REPORT



WELCOME FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters,

This year, GoggleWorks has been full of energy, growth, and collaboration, and it's an honor to share our progress with you. At the heart of our work is the simple yet powerful idea that art can spark curiosity, strengthen community, and ultimately, transform lives. Every day, I see this happening in classrooms, studios, and shared spaces across our campus.

We are celebrating some truly exciting milestones. Currently, our After School Arts Program (ASAP) has its largest-ever roster, providing free classes to 319 students this term! We also welcomed new faces and expanded programs like our high school student fellowship and the R3 program, a partnership with Connections Work, which supports participants re-entering the job market after incarceration with hands-on skills and career pathways. In 2023, over 200,000 visitors came GoggleWorks, enjoying over 20 exhibitions, 800 classes and workshops, 500 outreach programs, and 100 film screenings. Programs on our campus served over 10,000 students through education programs and field trips. Mobile programs served over 20,000 more and we even produced 1,000 lbs of food in our GoggleWorks Gardens at Lauer's Park.

In our first phase of the GoggleWorks Art Park, we transformed blighted urban spaces into a vibrant community area where creativity and connection can thrive outdoors. Our front entrance is open again, drawing thousands of visitors into our doors, and serving thousands more through accessible outdoor programs.

Looking forward in 2024, we're thrilled about upcoming projects like GoggleWorks 2, which will welcome Helping Harvest's Community Kitchen and broadening our work addressing food insecurity and connecting farm-to-table food in this part of the city. The 50,000 square foot development, attached to our main building through a foot bridge, will also expand our own classrooms and studios by 10,000 square feet and offer artist housing for our summer residencies, visiting artist fellowships, and Alvernia University collegiate programs!

These projects represent our vision for an even more inclusive, accessible, and art-filled future here in Reading. To our board, staff, supporters, and partners—thank you! Your support keeps this work thriving, and together, we're making art a lasting force for good in our community.

Warmly,



Levi Landis
Executive Director



ABOUT GOGGLEWORKS

GoggleWorks Center for the Arts transforms lives through unique interactions with art.

GoggleWorks is the nation's largest art center of its kind; a nonprofit cultural campus headquartered in a former goggle factory comprising nearly an entire city super-block bustling with the arts. The brainchild of trustee Marlin Miller and the late co-founders Albert Boscov and Irv Cohen, alongside a founding group of other volunteers and artists, Goggleworks opened in 2005. Today, GoggleWorks serves over 250,000 visitors and participants through year-round arts education, including workshops, classes, and visiting artists; community outreach programs; a summer residency; youth programs and summer camps. Our campus boasts 30 on-site studio artists; the Albert and Eunice Boscov Theater; three premier galleries for exhibitions; the New Store and Art Supply Store, the Berks Launchbox maker space; and 16 communal learning environments including those dedicated to ceramics; wood; printmaking; hot, warm, and cold glass; metals; textiles, photography; virtual reality; digital media; music; drawing and painting; and urban gardens. GoggleWorks also is home to almost 40 community resident organizations ranging from small businesses to partner nonprofits.

Admission and parking are free from 9am to 9pm daily.



COMMUNITY

WHAT OUR COMMUNITY NEEDS

Our community is vibrant, diverse, and extremely creative. In 2019, community leaders grew determined to do more to serve our city neighbors and students, who experience some of the most significant challenges facing our society. By **canvassing every door within a 7-block radius** of our campus, leading interviews in Spanish, we documented the voiced concerns of city residents and businesses and developed a coalition of over 60 partners and hundreds of residents. From **outdoor gathering places** and **fun things to do on the weekend**, to **safety and accessibility**, all voices were taken into account when we developed the master plan for The Art Park and launched pilot programs to test the feasibility of the project. Most recently, the Regional Foundation (powered by Wells Fargo) supported an 18-month planning effort that brings together our partners for action and covers the 6th ward community. The effort concludes in spring.

PARTNERSHIP HIGHLIGHTS

Partnerships are critical to our vision of success. This year, we fostered partnerships to improve the relevance and quality of our programs, and extended the reach and impact of our mission. **Alvernia University** and GoggleWorks' four-year Bachelor of Arts in Creativity Program launched offering complementary hands-on learning. We continue to fight hunger with **Opportunity House** through 200+ donated handmade bowls to the annual Souper Bowl event. We presented an exhibition of artwork from every school district with **Berks County Intermediate Unit**. We hosted **Rodale Institute Farmer Training (RIFT)** students to learn from our practices in the garden while helping them to design Resident Programs. And we tabled at over **30 community events** offering our partners free children's activities and accessibility to art.

GOGGLEWORKS GARDENS AT LAUER'S PARK

A collaboration with **Lauer's Park Elementary** and the **Reading School District**, this innovative partnership allows GoggleWorks to apply its interactive art studio model to the dynamic garden environment at Lauer's Park, serving school children and community residents alike. This year the garden hosted many free events benefiting the local neighborhood from a **Learn to Compost** event to the **Together We Grow** book release in partnership with **Penn State Health**, **Rite Aid Healthy Futures**, and collaborators **Floyd Stokes** and **Sheena Hisiro**. Monthly, the garden hosted **Soil & Stage Open Mic Night** events bringing local artists together through comedy, poetry, music, dance & other creative performances.



R3 RE-ENTRY PROGRAM

R3 is an 8-week registered pre-apprenticeship program in partnership with **Connections Work**, **Habitat for Humanity of Berks** and **Reading Muhlenberg Career & Technology Center** offering career pathways for those leaving incarceration pursuing a career in woodworking, including hands-on learning at GoggleWorks' woodworking studio. Of the many outcomes, the recidivism rate for participants is 3% compared to the state average of 46% in 2023. In 2024 GoggleWorks also included welding in the curriculum.

THE HELPING HARVEST ANNEX AT GOGGLEWORKS



As of January 2025, Building 2 on GoggleWorks' campus will welcome the expanded headquarters and a teaching kitchen for **Helping Harvest**, the regional food bank. The **Our City Reading** major economic development effort to renovate the final warehouse on our campus as a STEAM center and food hub, expanding on our work marrying arts and culture with science, sustainability, education, and food access, is well under way constructing a new home for the **Reading Science Center**, an interactive museum, **BCIU Headstart Classrooms and Playground**, and artist/student housing.



PROGRAMS

GoggleWorks is a place to develop skills, ask questions, experiment freely, and investigate the human spirit. Through exceptional arts education and engaging community programming, we inspire people to expand the boundaries of art-making, personal growth, cross-cultural dialogue, and appreciation for material culture. Our programs are unique because they are **Interactive**, **Place-Based**, and **Lifelong**, falling into four basic categories:

EDUCATION

Classes, workshops, youth programs, and scholarships offered over three terms, serving over 5,000 all-ages students and 10,000 school children in cross-disciplinary studios and unique learning environments.

OUTREACH

Using art, we try to address tangible community problems, serving more than 22,000 through after school programs, creative placemaking and outdoor events, and other equitable programs.

ARTIST + WORKFORCE DEVELOPMENT

Through exhibitions, commissions, studio rentals, artwork & gallery sales, residencies, mentorships, portfolio prep, passport programs, and career opportunities, we serve over 500 established, emerging, and student artists annually as well as those looking to reenter the workforce with new skills.

VISITOR EXPERIENCES

The art center serves over 250,000 total visitors on-site through interactive activities, tours, school groups, rentals, major events & conferences, community rentals, theater, The New Store, and The Art Supply Store. Outdoor experiences now serve more than 15,000 and we are opening our new restaurant in 2025.



RECOGNITION

We have over **850** 5 star reviews on Google, Facebook and WeddingWire sharing their experiences:

“Our **WEDDING** at GoggleWorks was the **BEST** day of our lives! So many of our guests commented on how magical, unique, and charming our venue was. We are especially excited that we can go back to reminisce since GoggleWorks is open to the public.”

★★★★★ - Sam M.

“Attended the **PUMPKIN PALOOZA** and had a great time. My 15-month old got to learn, do, and bring crafts home. We got to make an awesome tote, eat popcorn, smores, apple cider and enjoyed crafts, vendors, and great music.”

★★★★★ - Reana H.

“I can’t say enough good things about this place. Walking the halls to look at all of the amazing art is a day well spent. The **TEACHERS** are warm and encouraging. It’s a real place of **COMMUNITY**.”

★★★★★ - Stefanie R.

“We’ve hosted multiple **CORPORATE DINNERS** and **COMMUNITY SERVICE EVENTS** at GoggleWorks, and it has been nothing short of amazing. It’s a fantastic venue that consistently impresses our team and guests alike.”

★★★★★ - Melissa S.



THE GOGGLEWORKS ART PARK

PHASE 2: CREATIVE COMMONS

This year we received \$1.5M in private funding incentivized through the Neighborhood Assistance Program (NAP), the largest such award in the state, to plan and design the next big stage of our vision. The vision - A large gravel lot currently used for overflow parking and larger events behind Building 6 will be redesigned as a performance venue, media center, interactive learning, hot metals learning pavilion, urban gardens, community event space, hospitality and concessions, sculpture garden mini-golf, and pedestrian/bike corridor. The plan and intent is to serve an estimated 100,000 guests through recurring access to recreational green space, services, and pedestrian and bike transportation access. This is in addition to all of those served directly through programs created within and around the Art Park.

RIBBON CUTTING ON PHASE 1

October 2024 we hosted a ribbon cutting for Phase 1 of the Art Park and showcased the artfully designed new courtyard, greenspaces, and cafe to the public with a look at the final construction on Thorn Alley, an outdoor dining area with performance stage. We celebrated with a larger-than-life puppet theater show, music and food. Capital contributors who made Phase 1 possible include Sweet Street, Sandy Solmon & Doug Messinger, City of Reading, County of Berks and Commissioners, Boscov's Department Stores, Windgate Foundation, and Pennsylvania Commission on Crime and Delinquency.

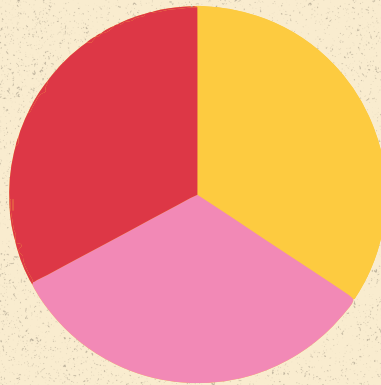
A SHARED VISION

The vision for our work has expanded.

The Art Park is a transformative project aimed at creating a dynamic outdoor cultural hub. The project will reimagine roughly 3 acres of neglected city spaces surrounding our campus into publicly-accessible, culturally-vibrant greenspaces designed to advance safety and comfort, catalyze downtown revitalization, connect city assets, build community resilience, and drive cross-cultural dialogue and civic pride. The community coalition formalized a steering committee called the "GoggleWorks Neighborhood Task Force," supported and facilitated by the Wyomissing Foundation, which joins our on-site partners in supporting this shared vision. Through an 18-month grant from the Regional Foundation, our partner list grew to include Centro Hispano, City of Reading, Habitat for Humanity of Berks, Lauer's Park Elementary, United Way of Berks, Alvernia University, Reading Area Community College, Mt. Zion Baptist, Christ Episcopal, Berks County Community Foundation, and Our City Reading.



FINANCIALS

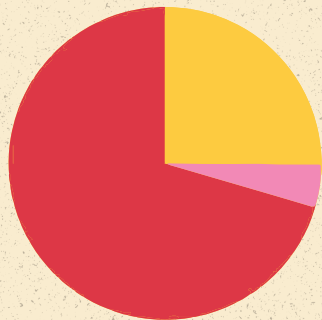


REVENUE

OVERALL REVENUE
\$5,273,181

INVESTMENT RETURN
\$1,521,622

ENDOWMENT
\$10,212,894



EXPENSES



OVERALL EXPENSES - \$3,008,515

SUPPORTERS

We extend our heartfelt gratitude to each contributor listed below, whose generosity and belief in our mission have been vital to the flourishing of our art center and the community and audiences we serve.

\$500,000 - \$1,000,000+

City of Reading
Sandy Solmon & Doug Messinger

Sweet Street

\$100,000 - \$250,000

County of Berks
Institute of Museum & Library Services

Marlin & Ginger Miller
Wells Fargo Regional Foundation & CDC

\$10,000-\$85,000

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406 MAKER MEMBERS (Annual giving)
31 MISSION MEMBERS (Recurring monthly giving)

**accurate numbers at time of reporting

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Susan Bamford
Susan Brubaker
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Virginia & Jeffrey Rush

LEADERSHIP

We are proud to acknowledge our dedicated team of professional staff and volunteer board leaders, each of whom plays a vital role in steering our organization towards success.

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Sara Rose Gonzalez

Scott Krenitsky

★ Shakira Acevedo

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★ New Staff Member

YEAR HIGHLIGHTS



***Transforming Lives
Through Unique Interactions with Art.***



GoggleWorks
Center for the Arts

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